

Productronica 2015

My two favorite topics are inkjet solder mask and white mask for LED, now I can talk about both in the same sentence. But wait, there's more. Besides the white for inkjet, we have also released a new white for the LED industry which is showing great results in head to head comparisons with many white masks available today, including our own! What's more is that you can choose to screen this product or spray it, same ink! Now that I really have your attention, allow me to focus.

As many of you know we are offering solder mask for inkjet application in green, black, clear flexible and now white. We continue working with many of the equipment manufacturers so you have options. Many of these folks will be exhibiting at the show so be sure to visit them and check out their progress. They may even be able to show you a sample or two. If anyone has doubts about this technology I urge you to ask the questions and get your answers, then jump on the bus!

The other exciting item we've been working on is a white mask for LED applications that meet your most stringent requirements. This came about after we spent several months asking end users, assemblers and manufacturers what they need (and want) in a white mask. We then took that information to R&D and made a check list of what we needed, it was a long list. After several months and many formulations, we now have a white product for our market that meets your processing requirements and meets the stringent environmental regulations that we all deal with every day. It's called PSR-4000 SW01TA. Come to our booth and ask me about it, then try it and switch your production over.

So in case I haven't been clear, here's what I'm asking you to do: *Attend Productronica, come to our booth (Hall B1, Stand 245) and ask about the new products we're offering. If you prefer we can talk about products we've had for years. It's your choice. Just come to the show and have some fun!*